

Event Experience Brief

The Hatch



07/2/2025 - 07/12/2025

THE HATCH



The Hatch Overview

| | |
|----------------|---|
| CONCEPT | <p>The Hatch is the largest event Roblox has ever produced, featuring 1,000 Experiences!</p> <p>Players will portal from the hub experience to yours, searching for a randomized egg.</p> |
| DATES | <p>LAUNCH - July 2, 2025 @ 10AM PST (6PM GMT)</p> <p>END - July 12, 2025 24 @ 12PM PST (8PM GMT)</p> |
| LOOP | <p>Players will earn (1) egg within your experience. The egg is randomly assigned based on the DevModule. (This is explained on pages 10-17.)</p> <p>You will create (1) badge that should be active and earnable by players from the start to end of the promotion.</p> <p>Players will find the egg in 2-3min. See next slides for our plan that neutralizes impact of short playtime on recommendations.</p> |



The Hatch Overview Cont'd

DEVMODULE

Unlike past events: participating experiences will utilize a Roblox designed Module that will assist with implementation.

Using the Module is **MANDATORY**.

TRAFFIC LIMITED TO TELEPORTS FROM HUB

Players will be **required** to teleport from the Hub to your experience to see and earn the egg.

- IMPORTANT: If a player joins your game from home/search without teleporting through The Hub, they will NOT see any eggs spawn.
- We have made this change to help neutralize effects to your recommendations.



What's needed from you

The following is mandatory unless otherwise specified:

1. Register for the event

- a. You will input the ID via Survey Submission by 6/18/2025 - [Survey Link](#)
- i. **You must register for each eligible experience you own.**
- ii. **NOTE: Only the experience owner can register.**
- b. Be sure the badge is not enabled when first creating it.
 - i. You must have the BadgeID in order to register. [Badge Template Link](#)
 1. We encourage uploading a placeholder image and you can update it later via Creator Hub
 - ii. The badge should NOT be active when registering. Set the badge active between 8AM PST 7/2/2025 - 12PM PST 7/12/2025.

2. Hide your Egg

- a. Each participating experience will hide an Egg Spawner via the Module within their experience. [Please see Egg information on slide 5.](#)

3. Stay Alert/Proactive

- a. Watch the [announcement discord](#) for any other surveys and other additional information that may be necessary! *(Please invite your team)*

4. Update your experience by 7/1, 8AM PST

- a. Set the badge active between 8AM PST 7/2/2025 - 12PM PST 7/12/2025.
- b. Optional: Update your experience description to call out your participation. (We will provide copy later via Discord)



Egg Information

Egg Placement:

- Eggs should take between **2-3 minutes** to find.
 - Eggs should be attainable by new and old players.
 - Egg must be hidden within your lobby or relatively close to the player spawn point.
 - Must be a "Find and Seek" style vs tied to completing an objective.
- You will be provided an **Egg Module** by Roblox to use that packages an egg spawning functionality and other various features. [Explained at the end of the presentation] **[Required]**
 - Pick the location where the egg spawns
 - We will programmatically check all experiences are utilizing the module. If there is no module in your experience, you will NOT be included in the event.

Badges:

- Badges are to be turned on ~2 hours before promo starts (7/2 8AM PST) until promotion ends.
- The Egg will require a Badge ID to validate it was earned.
 - Players can earn the egg at any time during the event.

Important Rules:

- No pay to instantly complete.
- Pay to speed is OK but subtle implementation required.
- Eggs should not to be behind RNG/luck/Idle time requirement or mechanism
- You need to use our Module as described in the following slide.

IMPORTANT NOTE: If you fail to follow the placement guidelines, you might be removed from the event.



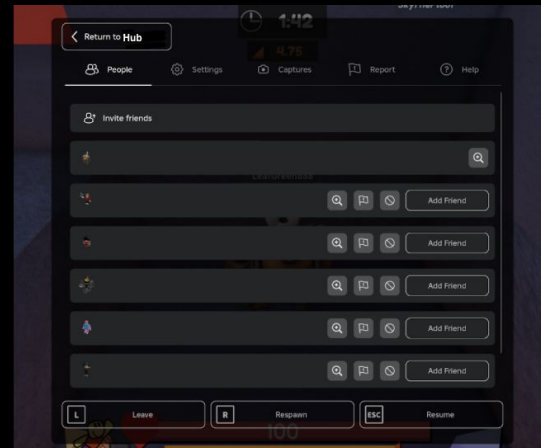
Neutralizing Recommendations Impact

Roblox is making efforts to neutralize any impact to recommendations given the 2-3 minute egg acquisition goal. As long as players portal from the Hub to your experience, the play will be attributed as an “Event Play” with impact to recommendations negated.

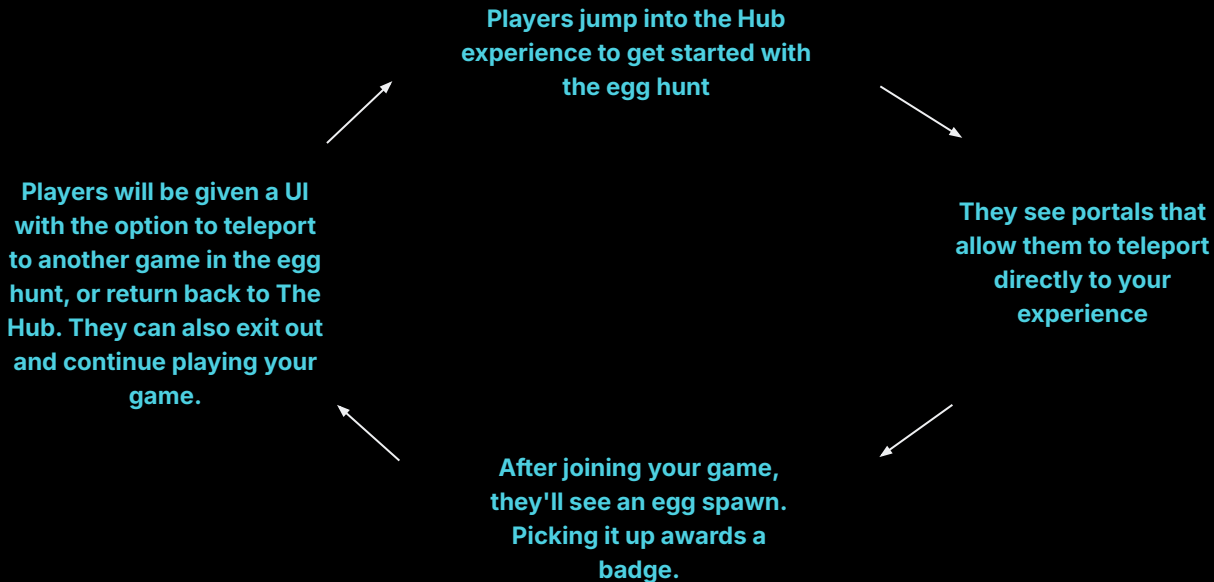
- Users will need to portal from the Hub to access the event content in your experience.
 - Players who join your game directly will not see any eggs.
 - We anticipate some users will come your experience and won’t find eggs, we will provide ui and portal at a later date so you can direct those users properly.

Participating experiences by default will have a “Back to Hub” button display within the options panel (escape menu) when users escape or leave a game.

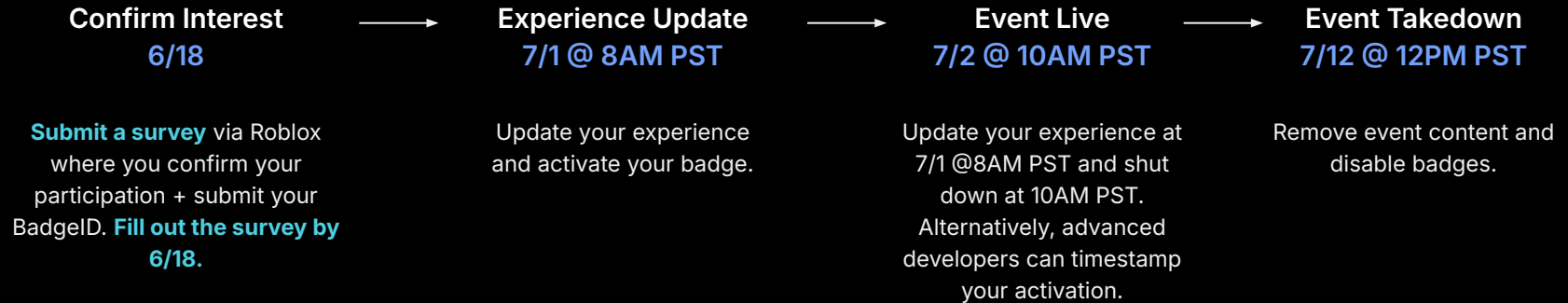
- This is required and cannot be disabled during the event.



Event Player Journey



Developer Key Dates





Important Assets

Roblox will provide the following assets to help you flag that you are a part of the promotion. The badge template is highly recommended for use when uploading your official badge for the event!

Promotional Assets:

- Event Logo
- Badge Template
- Social Images (Key Art)
- Experience Details Copy (Text)
 - We will follow up with this via Discord at a later date.

You can download these assets [here](#).



The Hatch: FAQ

What if I need support with my implementation, who can I talk to?

- **Due to the scale of this event, we will NOT be able to offer 1:1 advice or support.** You can share questions you may have via the submission form. We will try our best to answer in aggregation.

When can I tell people I'm in the event?

- You can share that you'll participate in the event whenever you would like!

When do I get creative assets?

- Assets are [here](#).

Do we have to use the badge overlays Roblox provides?

- Yes. Overlays provided are highly encouraged for use to signify event participation.
 - Small modifications are allowed

Join our Discord: [Link](#) 

⚠ Please note, we will not be able to support 1:1 communication due to the scale of this event. ⚠

Please **watch for announcements** so you are aware of the latest. Thanks!

Event Experience Brief

The Hatch (Technical Implementation)



Egg Module - Adding the Module

Developers will utilize our Egg Module to make egg placement a Breeze. **[ROBLOX WILL FOLLOW UP WITH THE DEV MODULE VIA THE DISCORD SERVER]**

Steps:

1. Open your experience in Roblox Studio
2. Insert a new Script into ServerScriptService and name it **HatchServer**
3. Paste the following code:

```
local HatchDevModule = require(DEV_MODULE_ID)
local config = {
    --Replace with the badge ID you uploaded
    badgeId = 0,
    -- You will get a copy of your secret key when you submit the registration form. It is unique to your game.
    universeSecretKey = "",
    -- Whether your game allows people to teleport to the next egg hunt game in the chain. More details in next slide.
    teleportToNextGameEnabled = true
}
HatchDevModule:Initialize(config)
HatchDevModule:EnableDefaultEggSpawning()
```



Egg Module - Adding the Secret Key

After registering your game you will get a secret 'private key' that is only shared with you and only works for your experience.

This key is used to determine which eggs are spawned in your game. Do not share it with anyone.

Steps:

1. After filling out the form, you will see a textbox with the secret key.
2. Double-click on the in-game TextBox to select all text
3. Copy the value
 - a. On Windows, use Ctrl+C
 - b. On Mac, use Command-C
4. In Roblox Studio, go back into your config and paste in the value
 - a. Example code: `universeSecretKey = "<THIS IS WHERE IT SHOULD GO>"`



Egg Module - Allowing Teleports

Teleports:

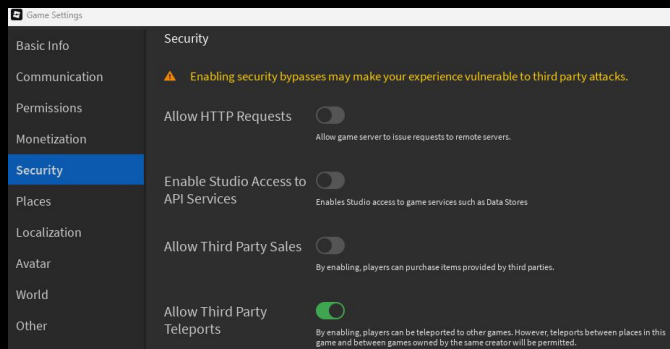
By default, after a user picks up an egg, we display a user interface that allows for teleports back to The Hub, or onwards to the next game in the category.

Allowing Teleports (Default)

- By default, Roblox only allows teleports to other places within the *same* universe for security reasons.
- To allow this, open Game Settings Security to [enable third party teleports](#)
- We recommend turning it back off after the event is over.

Denying Teleports to other participating experiences. (Optional)

- If you want to opt-out of this behavior and not give users the option to teleport to other experiences.
- Set `teleportToNextGameEnabled = false` in your config.





Egg Module - Teleports from Lobbies

Edge Case:

If your game starts in a lobby / root place, and then teleports players to other places in the same universe, you will need to attach a piece of information to the TeleportData request.

This ensures Egg Module can tell they are participating in the event, and spawns an egg for them. Without attaching the data, they won't see an egg.

Example Code:

```
local hatchPayload = HatchDevModule:GetHatchTeleportDataForPlayer(player)

local teleportOptions = Instance.new("TeleportOptions")
If (hatchPayload ~= nil) then
    -- Player is participating in the event, let's attach the payload to the TeleportData
    teleportOptions:SetTeleportData({ HatchPayload = hatchPayload })
end
TeleportService:TeleportAsync(placeId, { player }, teleportOptions)
```




Egg Module - Basic Usage

After setting up the **DevHatchModule**, you will need to insert one or more parts into your workspace with the tag '**TheHatchSpawnLocation**' at the position you want the eggs to spawn into. The part should have transparency = 1.

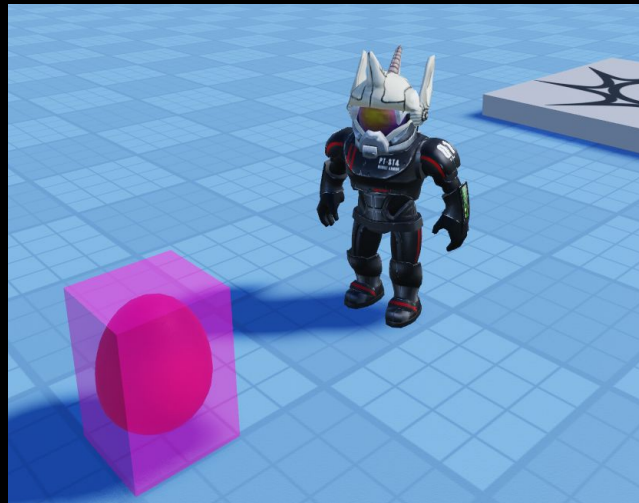
When a player gets within a certain distance of the egg spawn location, the egg will be spawned. Touching it will grant the badge and show a popup with an option to teleport to the next game where an egg can be earned.

Details

- The particular egg that is spawned will vary per-user.

Custom Humanoids

- If your game relies on custom characters (e.g., vehicles), the normal touch detection for an egg will not work.
- You'll need to use `CollectionService` to add the tag '`HatchCharacterOverride_#`' to your custom character models, where `#` is the `userId`.





Egg Module - Advanced Usage

If your game is custom (for example, it uses non-humanoid characters), you can implement your own code to spawn the eggs and award them.

1. Remove this line of code from your **HatchServer** script:

```
HatchDevModule:EnableDefaultEggSpawning()
```

2. You will need to write your own code using the HatchDevModule APIs to spawn the eggs.

- `HatchDevModule:GetEggForPlayer(player)` returns a table with a **model** (MeshPart of the egg) that you can clone and place into the workspace
- `HatchDevModule:GrantEggToPlayerAsync(player)` awards the badge and shows the egg award UI
- `HatchDevModule:ShouldSpawnEggAsync(player)` returns true if the player is participating in the event (based on teleporting from The Hub) and doesn't already have the egg/badge already

We recommend reading the source code for more detailed information. You can do this by inserting the model into Roblox Studio after we share it.



Egg Module - Technical Details

Update Frequency:

- Roblox will publish updates to the Dev Module asset a few times.
- This includes right before the event goes live when placeholder UI and assets will be replaced with real assets.
- Only a small number of Roblox employees will have access to modify the module, and every change will be code reviewed and tested.

Stability:

- The API signatures of the **HatchDevModule** module script itself will be stable
- ⚠ DO NOT write any code that depends on other internal scripts or folders inside the HatchDevModule that may be added/removed/changed.
- 🛠 DO NOT 'fork' or make copies/modifications to the HatchDevModule, as these changes will be overwritten when other updates occur.

Network Calls:

- The HatchDevModule does not make any external HttpService calls
- It calls BadgeService:UserHasBadgeAsync once for every player join from The Hub
- It calls BadgeService:AwardBadgeAsync once when a player picks up the egg
- It may record a handful of [custom events](#) for diagnostic purposes

Error Handling:

- In general, we recommend writing your code in a way that if the HatchDevModule fails for any reason, your game continues to function. For example, using [pcall](#).